

Annual review of CBC/Radio-Canada's performance

June 25, 2024

The [Board of Directors of CBC/Radio-Canada](#) has completed its review of the Corporation's overall performance for 2023–2024 and notes that for the year ending March 31, 2024, the Corporation met or exceeded its key performance indicators in support of its [strategic plan](#). As such, the Board has approved the fulfillment of the Corporation's obligations to the 1,194 employees eligible under its [Short-Term Incentive Plan](#) (STIP). The Board also approved the Key Performance Indicators for the 2024–2025 fiscal year.

Despite the financial headwinds that the Corporation faced in 2023–2024, CBC/Radio-Canada met the performance indicators as approved by the Board of Directors at the beginning of the year. To be clear, the Corporation tracks many indicators, but only those linked to its strategic priorities contribute to performance pay. For example, a key objective of CBC/Radio-Canada is to serve Canadians where they are, as they increasingly move to digital platforms. Related to this priority, the digital reach of CBC/Radio-Canada exceeded its target, with over 20.5 million Canadians accessing digital services each month. Equally important is engagement with our content. On average, each unique visitor to our sites spends 37.6 minutes every month with CBC/Radio-Canada digital services. CBC Radio One and CBC Music exceeded targets in reach and share, as did ICI PREMIÈRE and Radio-Canada OHdio. The Corporation's strategic priority to better reflect the audiences we serve is tracked through an employment equity measure of new hires, and in 2023–2024 CBC/Radio-Canada achieved 62%, well over its 41% target. With respect to indicators that are measured but do not contribute to performance pay, CBC Television and CBC News Network both exceeded market share

targets. And, the measure of how CBC/Radio-Canada is engaging with children exceeded its target by 8% which represented an average of 2,671,000 monthly visits to digital content aimed at kids and youth. The Corporation's annual report, with comprehensive reporting of the 2023–2024 results, will be available to the public later this summer.

Performance indicators are a key measure used to determine “performance pay” (also known as “at-risk pay”) to eligible unaffiliated employees, managers and executives by Crown corporations, government departments and the private sector. In the case of CBC/Radio-Canada, the Board of Directors approves these performance indicators at the beginning of each fiscal year and performance pay is held back until year-end results have been compiled and reviewed. The Short-Term Incentive Plan focuses collective and individual efforts on achieving the Key Performance Indicators, tracked in the Corporation's [quarterly reports](#), in support of its strategic plan. Unaffiliated, permanent employees who are eligible for STIP do not receive overtime pay or union-negotiated salary increases.

The Board and the [Senior Executive Team](#) acknowledge the views expressed by some that performance pay should not be awarded at CBC/Radio-Canada in times of financial pressures and associated workforce reductions. As a result, the Board of Directors, on the recommendation of the President and CEO and the Senior Executive Team, is launching a comprehensive review of the Corporation's compensation regime, including performance pay. This review will be conducted by a third-party human resources consulting firm, and recommendations to the Board will be shared with the public.

The compensation review will include an assessment of best practices and market data of other Crown corporations and the media sector. The goal of this review is to provide the Board of Directors and the Corporation with guidance to ensure that its compensation package is fair and supports the Corporation's ability to attract, develop, motivate, and retain talent.

2023–2024 was a challenging year for CBC/Radio-Canada. The Corporation made significant budget cuts and eliminated 205 vacant positions and 141 occupied positions in order to address the projected financial shortfall for the 2024–2025 fiscal year. Those actions, together with additional revenue including government funding, prevented further job cuts and ensured the corporation met its obligation to achieve a balanced budget for 2024–2025.

Details of the key performance indicators for 2024–2025 will be published shortly and are based on achieving the objectives of the Corporation’s current strategic plan, [*Your Stories: Taken to Heart*](#).